

Message Text

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21

ACTION EA-07

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /015 W

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R 300824Z AUG 74

FM AMEMBASSY TOKYO

TO USDOC WASHDC

INFO SECSTATE WASHDC 4270

UNCLAS TOKYO 11294

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: IN-STORE PROMOTIONS: JAPAN

REF: (A) USDOC 12755; (B) TOKYO 11042

FOR KELLY - PASS SPECIAL ACTIVITIES DIVISION

1. EMBASSY APPRECIATES DOC'S ENDORSEMENT (REF. A) OF BUDGET ALLOCATION FOR FY '75 JAPAN IN-STORE PROMOTION PROGRAM PROPOSED BY OSAKA-KOBE WITH EMBASSY'S CONCURRENCE. WE LOOK FORWARD TO RECEIVING FISCAL DATA AT EARLIEST OPPORTUNITY.

2. FOLLOWING IS BRIEF CHRONOLOGY OF COMMUNICATIONS BETWEEN EMBASSY AND COMMERCE ON DEVELOPMENT OF FY '75 PROGRAM:

A) TOKYO A-971 OF DEC. 21, 1973 GAVE EMBASSY'S PRELIMINARY RECOMMENDATIONS FOR FY '75 PROGRAM WITH PROPOSED FUNDING LEVEL OF DOLS. 100,000;

B) USDOC 5256 OF APR. 9, 1974 INFORMED EMBASSY OF REDUCTION FY '75 FUNDS TO DOLS. 75,000;

C) TOKYO 4873 OF APR. 11, 1974, PARA 4 RECOMMENDED FOLLOWING FUNDING LEVELS:

MATSUZAKAYA -- \$ 22,500

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DAIMARU -- 17,500

HANKYU -- 17,500
TOKYU -- 17,500

D) STATE 086876 OF APR. 29, 1974 APPROVED EMBASSY'S
PROPOSED DISTRIBUTION GIVEN IN (C) ABOVE;

E) TOKYO 6259 STATED EMBASSY PREPARING CONTRACTS AS
FOLLOWS:

MATSUZAKAYA -- 22,500
DAIMARU -- 17,500
HANKYU -- 17,500
TOKYU -- 17,500

F) TOKYO 7747 ADVISED DOC OF TOKYU'S WITHDRAWAL FROM
PROGRAM;

G) STATE 145397 OF JUL. 5, 1974 SUGGESTED THAT WITH
TOKYU'S WITHDRAWAL, EMBASSY COULD OFFER MATSUZAKAYA,
DAIMARU AND HANKYU RETURN TO COMMITMENTS OF
25,000 DOLLARS IF THEY INCREASED INCREMENTAL PURCHASES;

H) STATE 145399, ALSO OF JUL. 5, SAID USG COMMITMENT
TO DAIMARU WOULD BE INCREASED TO 25,000 DOLLARS BASED
ON DAIMARU'S PROPOSED INCREMENTAL PURCHASES OF OVER
ONE MILLION DOLLARS;

I) SAPPORO A-12 OF JUL. 24 RECOMMENDED THAT
DOLS. 8,000 BE ALLOCATED TO MARUI-IMAI FOR A MAY 1975
SHOW;

J) OSAKA-KOBE 691 PROPOSED FOLLOWING ALLOCATION TO
WHICH EMBASSY AGREED INTOKYO 10788:

MATSUZAKAYA -- \$ 24,750
DAIMARU -- 24,750
HANKYU -- 17,500
MARUI-IMAI -- 8,000

K) STATE 183119 OF AUG. 21 PROPOSED DIFFERENT FUNDING
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LEVELS WHICH CONTRASTED WITH DOC'S PREVIOUS RECOM-
MENDATIONS GIVEN IN SUBPARAGRAPHS (G) AND (H) ABOVE;

L) EMBASSY OBJECTED TO NEWLY-PROPOSED FUNDING LEVELS
IN OUR 11042, POINTING OUT THAT DEPT.'S PROPOSAL
CONSTITUTED A REDUCTION IN FUNDS PREVIOUSLY PROMISED
TO MATSUZAKAYA AND DAIMARU WITH DEPT.'S KNOWLEDGE;

M) USDOC 12755 OF AUG. 26 ENDORSED OUR RECOMMENDATIONS
FOR FY'75 PROGRAM AS OUTLINED IN OSAKA-KOBE 691.

3. ACTION REQUESTED:

REQUEST DOC CONFIRMATION OF FUNDING LEVELS
GIVEN IN SUB-PARA (J) RPT (J) ABOVE AND
TRANSMISSION OF BUDGET AUTHORIZATION AND
FISCAL DATA ASAP.
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